

Message Text

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PAGE 01 CASABL 00728 191246Z

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ACTION NEA-10

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UNCLAS CASABLANCA 0728

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: POST CONDUCTED MARKET RESEARCH-MATERIALS HANDLING EQUIPMENT
AND SYSTEM

REF: USDOC 14074

1. SUBJECT SURVEY COMPLETED AND REPORT HAS BEEN POUCHED.

FOLLOWING IS RESUME OF SURVEY AND RECOMMENDATION.

2. MOROCCAN IMPORTS OF MATERIALS HANDLING EQUIPMENT IN 1974 WERE \$16.3 MILLION, AN INCREASE OF 68 PERCENT OVER 1973. PROJECTED IMPORTS FOR 1975, 1976 AND 1977 ESTIMATED AT \$29.2 MILLION, \$31.2 MILLION AND \$23 MILLION, RESPECTIVELY. MY LATTER ESTIMATE REFLECTS OUR OPINION THAT THERE WILL BE A DOWN-TURN IN CAPITAL INVESTMENT EXPENDITURES DURING LAST YEAR OF CURRENT FIVE-YEAR PLAN. OUR PROJECTION IS CONSERVATIVE AS OPPOSED TO ANNUAL IMPORTS OF \$50 MILLION ENVISIONED BY LOCAL AGENTS WHICH IS BASED ON SEVERAL NEW AND EXPANSION PROJECTS RELATED TO MINING, PORTS AND DAMS.

3. FRENCH MANUFACTURERS OF SUBJECT EQUIPMENT DOMINATE MOST OF MARKET. JAPANESE ARE SUCCESSFUL IN PENETRATING FORK-LIFT MARKET. U.S. SHARE OF MARKET (EXCLUDING DUMP TRUCKS) AMOUNTS TO ONE PERCENT OF \$2.5 MILLION OF FORK-LIFTS IMPORTED 1974, 6 AND HALF PERCENT OF \$4.9 MILLION OF CRANES AND 3 AND HALF PERCENT OF YMW MILLION DOLLARS OF LIFTING, HANDLING AND CONVEYING EQUIPMENT. HOWEVER, MORE THAN 50 PERCENT OF DUMP TRUCKS, TRACTORS AND BULLDOZERS IMPORTED CAME FROM U.S.

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4. BOTH END-USERS AND AGENTS HAVE EVINCED STRONG INTEREST FOR U.S. EQUIPMENT. IN FACT, OCP (A GOM ENTITY), HAS DECIDED PREFERENCE FOR U.S. DRAGLINES. IT IS RECOMMENDED THAT MHE TRADE MISSION VISIT MOROCCO.
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